

ADDENDUM to the Public Affairs Specialist (CORE)
(Digital Engagement---Multilingual)
GS 1035-11

MAJOR DUTIES AND RESPONSIBILITIES

Planning, Implementation and Evaluation Multilingual Digital Engagement

Lead the implementation of a multi-lingual digital engagement channels into disaster operations at Joint Field Offices, Regional Response Coordination Centers, and the National Response Coordination Center. Lead collaboration efforts with ESF 15 staff, or those from other Emergency Support Functions to assist disaster response and recovery operations.

Lead the development of content for any disaster-related, multi-lingual social media channels. Collaborate with ESF 15 to engage disaster survivors through new digital communication outreach opportunities. Independently utilize social media channels to deliver timely safety information before, during, and after emergencies to those with limited English proficiency.

Evaluate portfolio of existing digital communication efforts and to ensure optimal use to serve those with a limited English proficiency impacted by disasters. Provide continual recommendations for improved outreach through existing digital communication channels to disaster survivors.

Development Spanish Materials/Materials Targeted to the Hispanic/Latino Audience

Provides advice on outreach strategies to Spanish speaking audiences as programs develop communication plans. Recommends approaches, specific topics or aspects to be emphasized, and the most effective vehicle(s) to use for intended audience.

Independently develops and writes informational materials designed to reach selected national audiences through digital media with an emphasis on Spanish language digital media.

Data Analysis

Regularly analyze digital engagement statistics and metrics to gauge the effectiveness of FEMA's multi-lingual outreach to those impacted by disasters. Create advance reports of digital engagement activity for senior External Affairs leadership at headquarters, regional offices, and in Joint Field Offices, as needed.

Training Tools Development

Develop and refine job aids for disaster related Digital Communication Specialist responsibilities, specifically related to social media messaging and monitoring. Capture emerging industry best practices to engage disaster survivors and disseminate to Digital Communication Specialists within FEMA.

FACTOR 1. KNOWLEDGE REQUIRED BY THE POSITION

Selective Factors:

- Applicant must speak fluent English and Spanish in order to produce idiomatically and grammatically correct Spanish translations of an exceptionally wide range of documents at all levels of difficulty.
- Skill in managing and writing content for social sites (for example: Facebook, Twitter, Pinterest, LinkedIn, etc) for a government agency, business, or nonprofit agency, preferably in Spanish.

Knowledge of the cultural, historical, and geopolitical makeup of Hispanic/Latino market, including language peculiarities which may have a bearing on sensitive issues.

Individual has two-three years of experience and knowledge of communication and public affairs principles, methods and techniques in particular those related with the planning and implementation of a digital communications program.

Knowledge of and experience in messaging, monitoring, and engaging through digital communication channels.

Knowledge of and experience writing analysis and trend reports.

Knowledge and skill sufficient to assess and improve digital communication strategy and tactics related to emergencies.

Knowledge of FEMA and its organizational structure and how digital communication relates to the larger organization's success.